

## Message Text

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PAGE 01 CARACA 09040 131639Z  
ACTION ARA-14

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TO SECSTATE WASHDC 9199  
INFO USDOC WASHDC

UNCLAS CARACAS 9040

E.O. 11652: N/A  
TAGS: BBSR, VE  
SUBJ: GLOBAL MARKET RESEARCH-INDUSTRIAL PROCESS CONTROL (IPC)

REF: A/3256-AUGUST 9, 1977

1. OF SIX VENEZUELAN MARKET RESEARCH FIRMS WHICH WERE INVITED  
TO SUBMIT PROPOSALS, THREE(3) FIRMS RESPONDED AS FOLLOWS:

(A) COUNTRY: VENEZUELA. AMOUNT \$8,000.00  
COMPANY: ECOANDINA C.A. (FORMERLY HERACLIO ATENCIO BELLO)  
PREVIOUS EXPERIENCE: MARKET RESEARCH FOR AGRICULTURAL MACHINERY  
AND EQUIPMENT-1974. PERSONNEL CONDUCTING RESEARCH: WILLIAM J.  
FAUPEL, BRITISH. M.D. MANAGEMENT SCIENCES PH.D. BEHAVIOURAL  
SCIENCES.

(B) COUNTRY: VENEZUELA. AMOUNT BS.34,000.00 (\$7,943.93)  
COMPANY: TARGET RESEARCH C.A. PREVIOUS EXPERIENCE: MARKET  
RESEARCH STUDIES: PROCESS CONTROL INSTRUMENTATION (1974), IN-  
DUSTRIAL AND LABORATORY INSTRUMENTATION (1973), LABORATORY IN-  
STRUMENTS (1975), ENERGY SYSTEMS (1976), PETROCHEMICAL/CHEMICAL  
REFINING AND PROCESSING EQUIPMENT (1976), ETC. PERSONNEL CON-  
DUCTING RESEARCH: JUAN ENGLESEN, BUSINESS ADMINISTRATION UCLA.

(C) COUNTRY: VENEZUELA. AMOUNT \$9,850.00  
COMPANY: THOMAS P. RONAI Y ASOCIADOS. PREVIOUS EXPERIENCE:  
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MARKET RESEARCH STUDIES: TELECOMMUNICATIONS EQUIPMENT, (1976),  
ADVANCED OFFICE EQUIPMENT (1976) CONSUMER PRODUCTS (1977) PUMPS,  
VALVES, AND COMPRESSORS (1971). PERSONNEL CONDUCTING RESEARCH:  
THOMAS P. RONAI AND MARIO CADENA (BACKGROUND AVAILABLE TO USDOC  
FROM RECENT STUDIES.)

2. EMBASSY RECOMMENDATIONS AND COMMENTS: ALL THREE BIDDERS HAVE

PREVIOUSLY DONE CONTRACT RESEARCH USG FOR THE EMBASSY; STUDIES LISTED ABOVE WERE ALL PREPARED FOR THE DEPARTMENT OF COMMERCE. ECOANDINA: EMBASSY DOES NOT CONSIDER THAT ORGANIZATION HEADED BY MR. HERACLIO ATENCIO BELLO IS TECHNICALLY QUALIFIED TO PREPARE THIS TYPE OF STUDY. RESEARCH ON MARKET FOR AGRICULTURAL MACHINERY PREPARED BY THEM IN 1974 WAS CONSIDERED UNSATISFACTORY BY BOTH EMBASSY AND COMMERCE, AND ONLY PARTIAL PAYMENT WAS AUTHORIZED. IN ADDITION, FAUPEL, A BRITISH CITIZEN ONLY RECENTLY ARRIVED IN VENEZUELA, CANNOT BE EXPECTED TO YET HAVE ACCURATE PERSPECTIVES ON THE VENEZUELAN ECONOMY, OR THIS SPECIFIC INDUSTRY SECTOR. TARGET RESEARCH: WAS UNTIL RECENTLY THE EMBASSY'S CONTRACTOR OF CHOICE, AND HAS PREVIOUSLY PREPARED SURVEYS ON THEMES OF THE SAME TYPE AS THAT TO BE RESEARCHED. TARGET RESEARCH'S MOST SERIOUS PROBLEM HAS ALWAYS BEEN THEIR INABILITY TO MEET COMPLETION SCHEDULE DEADLINES. THIS PROBLEM IS NOW COMPOUNDED BY THE FACT THAT ARTHUR HINSON, TARGET'S PRINCIPAL RESEARCHER, HAS RESIGNED, AND THE EMBASSY HAS NOT YET HAD A CHANCE TO EVALUATE MR. ENGELSEN'S WORK. RONAI: DESPITE PROBLEMS ASSOCIATED WITH DIFFERENCES OF OPINION OVER THE METHOD IN WHICH RONAI Y ASOCIADOS TREATED THE LOCAL MARKET FOR CONSUMER GOODS, THE EMBASSY NEVERTHELESS CONSIDERS RONAI TO BE THE BEST QUALIFIED AND MOST CONSCIENTIOUS FIRM OF THE THREE FIRMS WHICH SUBMITTED PROPOSALS. MR. CADENA, A GRADUATE ENGINEER, HAS WHAT APPEARS TO BE AN EXCELLENT GRASP OF THE PROCESS CONTROL EQUIPMENT MARKET, AND BOTH HE AND MR. RONAI ARE WELL ACQUAINTED WITH USDOC SPECIFICATIONS AND PROCEDURES.

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3. IN SPITE OF THE FACT THAT RONAI Y ASOCIADOS BID IS MEANINGFULLY HIGHER THAN THOSE OF THE OTHER TWO FIRMS, THE EMBASSY MUST NEVERTHELESS STRONGLY RECOMMEND THE SELECTION OF RONAI Y ASOCIADOS. IF USDOC HAS INSUFFICIENT FUNDS TO PAY RONAI'S PRICE THE EMBASSY WILL ATTEMPT TO NEGOTIATE A REDUCTION TO USDOC' CEILING. SHOULD THIS FAIL, EMBASSY WOULD RECOMMEND TARGET RESEARCH AS THE BETTER OF THE CONSIDERABLY LESS ATTRACTIVE AND SECURE ALTERNATIVES.

4. IN GENERAL, EMBASSY IS INCLINED TO RECOMMEND AGAINST THE CHOICE OF NON-VENEZUELAN-BASED FIRMS FOR SURVEYS IN VENEZUELA. FRECHETTE

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